

**Main Street and DDA Minutes
Joint Meeting
January 24, 2018
9:00 – 11:00 a.m.
Mayor/Council Chambers – City Hall**

<u>Main Street Members Present:</u>	Cam Williams	Jolene Dinger	Len Gough
	Vicki Turner	Pasty Gullett	Cathy Cochran
	Mike Hofrichter	Abby Bradley	Glenn Gresham

Ex-Officio Members Present: Brian Wismer

Ex-Officio Members Absent: Ray Gibson

Staff Present: Joyce Waits

<u>DDA Members Present:</u>	Sarah Murphy	Len Gough	Sam Burch
	Clark Ninneman	Harlan Shirley	Jamie Wyatt

DDA Members Absent: Addison Lester

Staff Present: Thomas Lee

Opening Remarks:

Mayor Johnson welcomed everyone to the meeting.

Project Overview:

Wismer explained the history and development of the Downtown Master Plan. Wismer advised that many meetings were held and booths were set up at many of the events and surveys were sent out asking people what they would like to see in their downtown. Wismer stated that the Downtown Fayetteville area has seen significant growth and investment in the past five years with new businesses on the square. Wismer stated that there is currently no commercial space available in the Downtown area for new businesses.

Wismer stated that the City seeks to develop the following:

- Downtown City Park
- New City Hall – the current City Hall is undersized.
 - What is the next step?
 - The City hired a consultant who is a professor at Georgia Tech. He has over 40 years of experience.
 - Wismer stated that they needed to enlist experts in various fields:
 - Program Management
 - Real Estate Market Analysis
 - Planner/Designer
 - Staff and Council visited other communities such as Suwanee, Duluth, Milton, Woodstock and Sugar Hill, who were all about 5 – 10 years ahead of the City of Fayetteville in downtown redevelopment initiatives. Wismer stated that all of these cities had examples of best practices and areas of concern on how they grew their city, but the consensus was that positive results will follow.

Real Estate Analysis: Ladson Haddow:

- Wismer introduced Ladson Haddow and stated that Haddow will present an overview of “where the City is headed”. Haddow stated that he was hired in December 2016 to help put together the Downtown Master Plan. Haddow stated that the initial plan was great, however it was too big and needed a smaller focus area. The next step was to look at defining something that was feasible. Haddow felt that the City should concentrate on three things as listed below.
 - Build a new City Hall
 - Acquire Green Space
 - Bring more restaurants and retail to Downtown Fayetteville
- The Masterplan was divided into Pod A, B, and C.
 - Pod A – 5.6 acres
 - Pod B – 5.9 acres
 - Pod C – 10.5 acres
- County was approached about selling their location, however they are comfortable with where they are.
- Haddow stated that all of the above is a challenge because downtown Fayetteville is bisected by two major highways.

TSW Presentation of Conceptual Plans: Tom Walsh

Wismer stated that in the spring of 2017, the City interviewed land planners to help with the envisioning of the available downtown physical space. The City hired Tom Walsh with TSW to oversee this process. Walsh stated the following:

- Downtown Woodstock is comparable in size to Fayetteville, and has already seen growth in millennials living there, which is something they thought would not happen.
- What is exciting about Downtown Fayetteville? We have so many things that are already in place for this growth.
- Compared to Woodstock - a compilation of pictures was presented to prove that it can work in Fayetteville.

- Proposed street sections were presented for Stonewall Avenue and Lanier Avenue – Presented Concept A & B to attendees.
- New City Hall - Build a two story building
- Critical that Fayetteville gain more residential space in the Downtown area.

Walsh then took questions from the public and board members.

Mayor Johnson stated that this is just the first step. All business owners and citizens will be involved and informed of the changes. He also stated that in the Comprehensive plan, what they heard from the citizens is that they want to do something to make the City grow. Major Johnson stated that one of the next steps is to meet with the GDOT to ask what will be feasible within their right-of-way.

Adjourn

Major Johnson thanked everyone for coming and listening to the ideas that were presented. He also thanked Haddow and Walsh for their presentations.